

Applause empowers companies to deliver great digital experiences – from web and mobile to wearables, IoT and beyond.

By combining in-the-wild testing services, test automation and quality tools, Applause helps the world's most recognized brands achieve the digital quality they need across every device, operating system, carrier, location and other criteria that their customers value. Thousands of companies – including Google, Fox, Amazon, Concur and Runkeeper – rely on Applause to ensure great digital experiences for their users.

1 in 4 apps
are abandoned after a single use
- Localytics

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Functional Testing

Your mobile apps, websites, and connected devices have to work every time, everywhere, for everyone. With competing products a swipe, touch, or click away, you need to be sure you are providing the digital experience your users expect. Testing must go past the ideal conditions created in a lab in order to reproduce the true customer experience.

With Applause in-the-wild testing, you can take advantage of a community of testers across the globe that ensure your apps deliver the digital experience you intended. Applause provides you with testers, devices and real world conditions to make sure your testing includes everything needed to be successful.

- **QA professionals:** An Applause Project Manager oversees your testing, using the tools developed by QA experts with decades of experience. Our global community of QA professionals provides you with access to devices and locations you can't reach in the lab or through traditional outsourced testing services.
- **Exploratory Testing:** Applause testers explore your product, allowing for the discovery of defects and issues that come from unexpected usage patterns under real-world conditions. Some issues can only be found through real human interaction.
- **Test Case Execution:** Test cases provide the peace of mind that core features of your mobile app, website, or connected devices are working as intended. Whether you have a simple test case or a suite of test cases, Applause will help you maximize your test coverage.

"That's been a big benefit of working with Applause, we don't have to hold on to all existing vehicle platforms. By using Applause, we were able to get access to existing customers of our vehicles. We know they have real production vehicles that aren't modified. Those are really drivers. That's really hardware and software that we can test against."

CHRISTIAN SCHMID
Senior Advanced Technology Engineer, BMW

CUSTOMERS THAT RELY ON APPLAUSE FOR FUNCTIONAL TESTING

